

## REMARKS

Claims 1, 10, 19, and 26 have been amended to clarify the subject matter regarded as the invention. Claims 1-6 and 8-27 remain pending.

The Examiner has rejected claims 1-6 and 8-28 under 35 U.S.C. §103.

The rejection is respectfully traversed. As amended, claim 1 recites "... **dynamically** displaying the image of the user combined with the selected subset of the vision-enabled content in a real-time interaction with a virtual environment; and offering an opportunity to purchase an object during the real-time interaction between the virtual environment and the image of the user combined with the selected subset of the vision-enabled content." Sitrick (U.S. Patent No. 6,425,825), Ginter et al. (U.S. Patent No. 6,253,193), Leeke et al. (U.S. Patent No. 6,587,127), and Yoda (U.S. Patent No. 5,515,268) do not teach or suggest, either individually or in combination, dynamically displaying an image of a user combined with a selected subset of vision-enabled content in a real-time interaction with a virtual environment and offering an opportunity to purchase an object during the real-time interaction between the virtual environment and the image of the user combined with the selected subset of vision-enabled content. Instead, the references are directed toward static displays. Therefore, claim 1 is believed to be allowable.

Claims 2-6, 8, and 9 depend from claim 1 and are believed to be allowable for the same reasons described above. Claims 10, 19, and 26 also recite dynamically displaying vision-enabled content and are believed to be allowable for the same reasons as those stated above. Also, as claims 11-18 depend upon claim 10, claims 20-25 depend upon claim 19, and claim 27 depends upon claim 26, Applicants also submit that these claims are allowable for the reasons stated above.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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